

# *The* STORAGRAM



*Published by and for the Employees of KAUFMANN'S "The Big Store"*  
PITTSBURGH PENNA.



# **BE THRIFTY**

## **JOIN THE EMPLOYEE'S SAVINGS CLUB**

IF YOU DEPOSIT FIFTY CENTS A WEEK IN THIS CLUB YOU  
WILL HAVE \$26.00, PLUS 4% INTEREST AT THE  
END OF THE YEAR

*It Sounds Good, Doesn't It?*

The following amounts will show you how much you can save by  
depositing larger amounts:

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1.00 per week for 52 weeks— 52.00 plus 4% interest.  
1.50 per week for 52 weeks— 78.00 plus 4% interest.  
2.00 per week for 52 weeks—104.00 plus 4% interest.  
2.50 per week for 52 weeks—130.00 plus 4% interest.  
3.00 per week for 52 weeks—156.00 plus 4% interest.  
—and so on.

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For full details see Miss Keefe, Credit Office.

The 1921 Savings Club opens the first Tuesday in January.

Register your name between now and then with Miss Keefe.



VOLUME I  
No. 13

*The*

DECEMBER  
1920

# STORAGRAM

*Published in the interests  
of the employees of  
KAUFMANN'S  
"The Big Store"*

## SERVICE

Every once in a while a new word is coined by someone, and its maximum use makes the word meaningless. There is one word, however, that was created during this commercial age, that cannot become meaningless by use, because of the great idea which it represents, and that is the word "Service."

This store is a Public Service Institution, and unless Service in its highest degree is given, "The Big Store" has no right or reason to claim leadership over all others.

Notwithstanding that "The Big Store" is located in the busiest

**Industrial city of the world—**

Notwithstanding the fact that

**"Buying most, we buy for less,  
Selling most, we sell for less"—**

Notwithstanding our facilities for expediting our work

**All these facts avail us nothing unless we  
use them as instruments through which  
our ideal of "Service" may be given to  
the customer.**

Imbued as we all are with the Holiday Spirit, the sole purpose of which is to serve our fellow man, I appeal to you to attain the ideal of "The Big Store," by making it your sole aim and purpose to give "Service" to our customers. We have a Service Organization at your disposal, and it will function properly, if you will co-operate in every conceivable manner with it.

Let us unite in giving our patrons that kind of "Service" which means continued patronage for your store.

OLIVER M. KAUFMANN.



*Service Greeting*

Wherever there are many details there necessarily must be System, because System means method and method means the co-ordination of details into a simple, workable, understandable process.

When you contemplate the enormity of our store, the magnitude of its purchases, the care and accuracy required in the receiving, warehousing, and marking of merchandise, when you consider a personnel of 4,000 souls, each one responsible to a superior for certain production, when you consider the exacting demands of our patrons for service, when you consider the multitudinous details in connection with the display, selling, wrapping, packing, and delivery of merchandise, you cannot help but conclude that System is one of the greatest essentials in the successful conduct of our store.

No great enterprise has ever been successful without System. No great war has ever been won without method, order, discipline. System is to our store what the nerves are to the human body, and like the nervous system when only a part does not function properly the entire machine is impaired.

While our Store System like any product of the human brain is not perfect, we believe it to be adequate for our requirements when properly administered.

At this time when we are all imbued with a Holiday Spirit, let us do our work thoroughly, let us apply our System as taught, let us serve the interests of "The Big Store," and let us find that great happiness which comes with the consciousness of the proper performance of our duties.

J. M. MEYERS.

### "SERVICE FIRST"

Service is a spirit, rather than an act—the way you really feel toward your customer rather than the actual things you do to him.

Any Salesperson who really gets this idea into his work, is bound to be successful.

Did you ever stop to consider?

Who's your "boss"?

Who are you working for?

Who provides you your position?

Who keeps this Store alive?

It's THE CUSTOMER right before you, or across the counter from you, day by day. It's the CUSTOMER we are all here to please.

We should all have confidence in our Store Policies, it's contagious.

Approach your customers with confidence in your ability to serve them well and your

confidence will inspire your customers' confidence in you, and your knowledge of the merchandise.

**Keep Posted.** Know what's being advertised. Do not let the customer embarrass you—make you look foolish by knowing more about the Store's advertising than you do.

**Don't Hesitate to Show Goods.** Remember that a great many customers have not decided exactly what they want when they come to your department, and that part of your value to the Store depends on your ability to help them make quick decisions. The quickest way (most often) is to show plenty of goods.

**Enthusiasm** may sometimes be hard to acquire—but it's a mighty valuable habit to have and to practice. Very often just sheer enthusiasm will put "across" a good sale, when nothing else would have quite accomplished it.

**Tact.** A rare and priceless gem, the hardest of all salesmanship qualifications to define. Perhaps it's best termed—how to handle a customer: what and how much to say and when to say it. Indeed it's really ability to read human nature and then to properly apply the knowledge thus gained.

**Say "Thank You."** It costs nothing—but its value is immeasurable. When a customer comes into our Store she is conferring a favor upon us. If she permits us to show her our goods, the same is true, hence we should not overlook this courtesy. Nine out of every ten will appreciate it, and a lot more of them will be favorably impressed toward you personally.

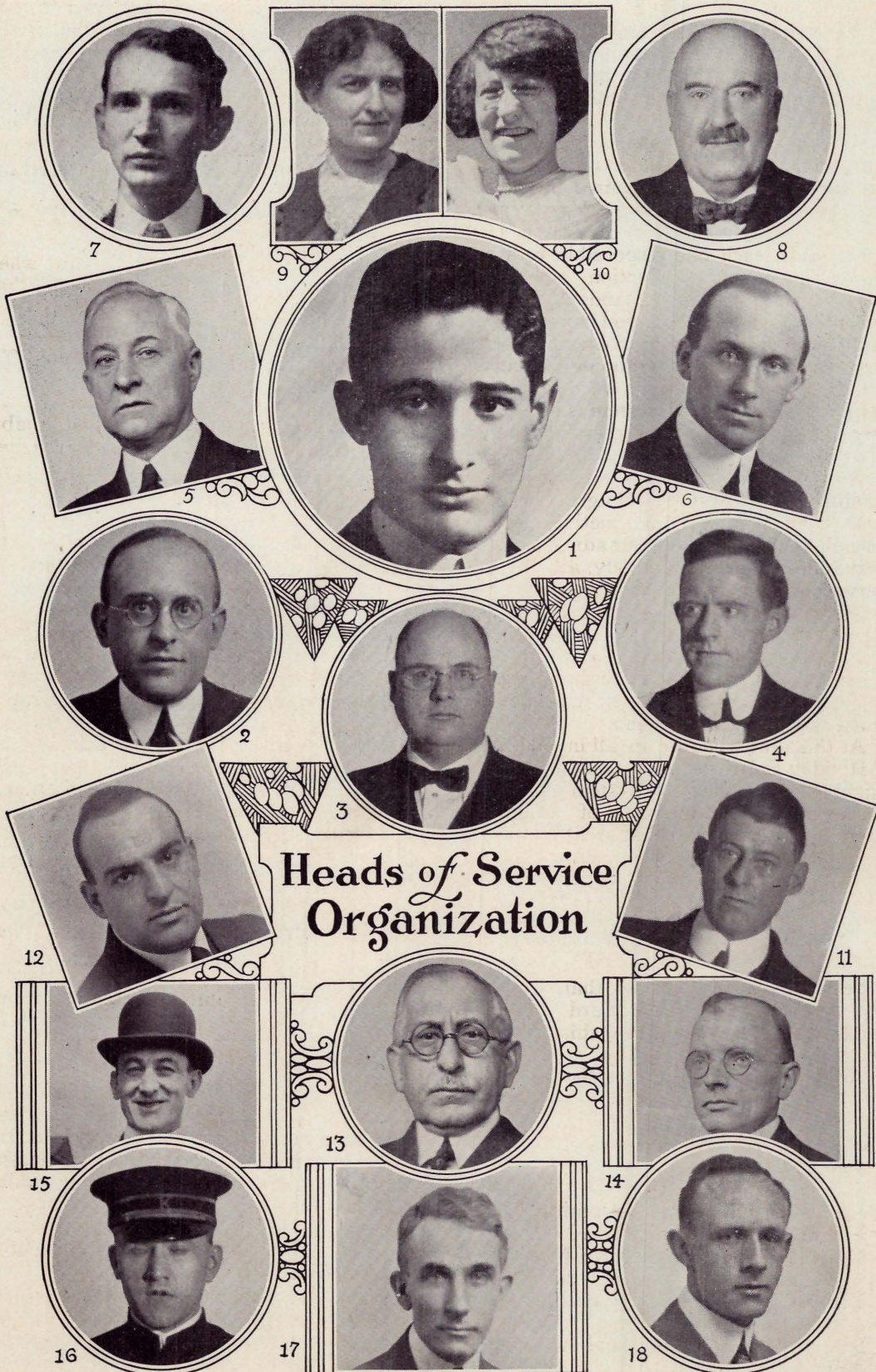
**Misdirecting Customers.** We doubt if anything will irritate a customer more than being misdirected. If you can't properly (and positively) direct, call someone else. Let's be absolutely certain that customers are directed right. It may take a bit longer, but we'd much rather have you take the time. It's worth it.

**Be Accurate.** Please don't sacrifice accuracy and thoroughness for speed, in dealing with customers. We'll never be too busy in this Store for you to be accurate. Don't take an address so quickly you're not sure it's right. Don't make a promise so hastily that you're not sure you can fulfill it. Don't take orders so quickly that you fail to understand them.

**Being Interested.** Getting interested in your work, and keeping interested is the finest system known for shortening the day—and lightening the burdens of your labors.

(Continued on page 9)





1—Oliver M. Kaufmann. 2—J. M. Meyers. 3—O. C. Lawler. 4—C. J. Hanlan. 5—W. H. Letzkus. 6—J. E. Priddy. 7—E. J. Eback. 8—D. F. Wolfe. 9—R. Hudson. 10—M. Snyder. 11—F. Freeman. 12—T. Strazza. 13—C. A. Filson. 14—E. R. Roberts. 15—E. L. Grier. 16—J. Macks. 17—H. S. Rawlins. 18—J. E. Muenz.



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## ORGANIZATION

Wants to know if each and every employee of "The Big Store" is ready to handle the large Holiday business of December, and for that reason this issue of the "Storagram" is to be dedicated to SERVICE.

### AND

as you read this article you may find a chance to criticize, but as long as your criticism is constructive it will be helpful in solving some of the difficult problems that come up each and every day and perhaps

### YOU

are the individual that is responsible for some of these difficulties. As you read this article, stop and think for a minute, take stock of yourself, then ask yourself this question:

**How many of these errors and complaints that occur daily, am I responsible for?**

**How can I avoid making them?**

### THEN

**Resolved, That during the entire month of December, I will try not to make a mistake and if I do, be big enough to admit it,**

### AND

### THEN TRY AGAIN

**That is all the Service Organization asks, and all your employer expects.**

### NOW

**If I Were a Salesperson:**

- I would be on time each morning.
- I would be present each day.
- I would take, not more, than 45 minutes for lunch.
- I would arrange my stock and be ready when the store opens.
- I would have my salesbook and index ready for action.
- I would not leave my department without a permit.

- I would be polite and courteous to customers.
- I would try to impress the customer that I was a salesperson.
- I would fill the order correctly.
- I would not use a scratch pad in taking an order.
- I would use only the salesbook in taking an order.
- I would itemize each purchase on the salesbook.
- I would not abbreviate an item.
- I would add and total the purchase correctly.
- I would carry the amount to the index.
- I would write plainly.
- I would ask customers to kindly take small packages with them.
- I would be positive in getting customers' correct name and address.
- I would write correct date on salescheck.
- I would write my full number on each check three times.
- I would ask customers for coin or signature on "Charge Taken."
- I would ask customer for signature on "Charge Send" to different address.
- I would ask customer for at least 25% deposit on a C. O. D.
- I would give customer voucher as a receipt on every sale.
- I would thank customer at conclusion of sale.
- I would earn as large a BONUS as possible.
- I would try to sell more goods than any other salesperson.
- I would issue a "Want Slip" for merchandise not in stock.
- I would not promise the delivery of a purchase unless I was sure.
- I would call the Floorman regarding a Special Delivery.
- I would have the Floorman advise me when not sure.
- I would report any act of dishonesty to Section Manager.
- I would watch and guard my stock.

Then with the thought in mind that there are only twenty-one Selling Days from now until Christmas, I would strive and really work hard to make my Department show the largest percentage of increase in sales.

Also the best supervised section, with a perfect attendance record and with the least number of complaints, and, if the Floor Superintendent can depend on YOU to do your share, and perhaps just a little more during the entire month of December, you can feel assured that your efforts will be appreciated by your employer.

C. J. HANLAN.



# GROUP OF FLOORMEN



TOP ROW—Left to Right—Mr. Devinney, Mr. Wren, Mr. Murchland, Mr. Stobart, Mr. Danner, Mr. Whelan, Mr. Matz, Mr. Crouse.  
MIDDLE ROW—Left to Right—Mr. Cornell, Mr. Finn, Mr. Callahan, Mr. Minnich, Mr. Dryden, Mr. Kypa, Mr. Thompson, Mr. Terry, Mr. Cohen.  
FRONT ROW—Left to Right—Mr. Searight, Mr. Tibbetts, Miss Coffman, Mr. McLaughlin, Mr. Marshall, Mr. Cummins.



## A STORY WITH A MORAL

*"Twas the night before Christmas  
And all through the house,  
The family was stirring and making a fuss."*

For as usual, at the eleventh hour, the Browns were extremely busy.

All except father, and he sat in comfort before the fire with his paper, calmly smoking his pipe. But he had had his bad hour. Oh yes! Mother requested gloves for her gift. That was easy enough. Just go down and buy them. That is all there is to it. Father forgot all about Christmas until the twenty-fourth—pressure of business and all that sort of thing. He had planned to purchase for the family heir a cigarette case, for Jack was budding into society and needed an ornamental one, and father might as well be broadminded. For Ethel he had thought of a dresser set. He had heard her on the subject several times. But one couldn't choose the things hurriedly. He would, however, buy the gloves for mother and let a check suffice for the "Kids."

So at five-fifteen on the twenty-fourth, Mr. Brown found himself facing the pleasant faced saleswoman over the glove counter, and heard her say:

"What size?"

Goodness, how should he know what size? He had not bought any for years, but when the girl suggested six, he knew that must be the number and selecting several pairs felt much relieved. So tonight, while the others fussed, he sat calmly and blissfully ignorant that his wife's hand was a perfect six and a half.

"Oh dear," complained Mother, who had to buy the gifts for all the Brown relations and her side of the house too, "I wish I had bought those pretty bags I saw about a month ago. These look as though they had been in the store a year."

"That's nothing," Jack spoke up, "You'd think candy would be the easiest thing in the world to buy. I happened to think I had to buy three boxes today. Thought I'd be real thoughtful and buy each girl her favorite brand, but every place was jammed and I finally stood in line for half an hour and got all three at one place. The stores in this town are certainly punk."

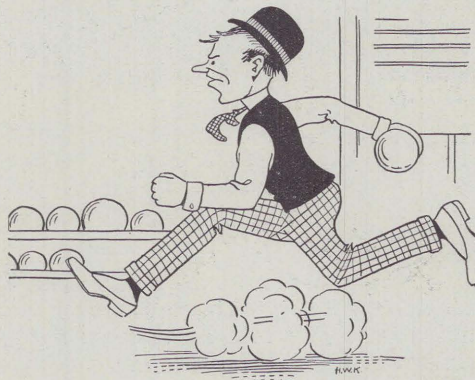
"Candy's easy enough," said Ethel from the midst of a pile of bundles, "what if you had to think of something original for half a dozen girls you had given to for ten years? Next year I'm going to start two months ahead of time, I'm just a nervous wreck."

"Well, I wish you would," said father, marching off to bed, "you should have been in bed three hours ago."

The others followed soon, tired and disgruntled, and the Christmas spirit, trying in vain to come in the front door, turned away, discouraged, and Santa Claus, hesitating at the chimney, shook his wise old head sadly: "And I say to these people every year, *Do your Christmas shopping early.*"

MARY HALL ESTEP.

## BOWLING NEWS



The first quarter of the season ended Tuesday, November 23, and finds "The Big Store" team in sixth place. Being stopped from second place by losing eight out of ten games, due to the absence of our heavy man, Mr. McEvoy, who is second in the League with 136 average for the season. He holds the high one game with 204 score. Dad Craig with 123 average and 158 for high one game. Look out for Dad when he starts scratching them off.

Doc. Thomas with 122 average and 160 for high one game. Doc. has been bowling hard luck lately, although he has turned a few "Braddocks."

Capt. Gorman is trailing away in the rear with 117 average and 161 for high one game.

Captains in the M. & M. League are noted for their bowling. You generally find them on the bench.

Team average for 28 games, 369; one game, 449.

Starting the second quarter we hope to make up some of the lost ground and bring the team up around the top, in keeping with the standard set by "The Big Store."

Little Boy—"Mother, do cows and bees go to heaven?"

Mother—"Why no! Why ask such foolish questions?"

Little Boy—"Gee! All that milk and honey the preacher said they had up there must be canned stuff."



# GROUP OF FLOORMEN



TOP ROW—Left to Right—Mr. Rosenberg, Mr. Kelley, Mr. Holmes, Mr. Herbert, Mr. Patcison, Mr. Miles, Mr. Hughes, Mr. Dinsmore.  
MIDDLE ROW—Left to Right—Mr. Erbon, Mr. Drake, Mr. Stewart, Mr. Larkin, Mr. Laughlin, Mr. Cowing, Mr. Schroth, Mr. Hamilton, Mr. Lederer.  
BOTTOM ROW—Left to Right—Mr. Browning, Mr. Craig, Mr. Secton, Mr. Alwees, Mr. Schratt, Mr. Adelsheim.



*Service Greeting*

Sales are the most important part of a store's operation, therefore the importance of the sales check on which they are recorded. Certain information is required on the sales check to enable other departments to complete the transaction to the satisfaction of the customer and the protection of the store.

Charge sales checks are the more important, in accounting, as they must pass through a greater number of operations before payment for the goods is received.

To properly serve the customer and the store, the utmost care should be used to write these sales checks plainly and fully.

Thousands of sales checks are received in the office that cannot without considerable delay and investigation be charged to the proper account because the customer's name or address is incorrectly or poorly written. On others the items purchased are so poorly written that the girls billing them must stop and refer to the department list to try to determine what the customer really purchased, and when this fails, refer them for investigation; this slows up the work and causes unnecessary expense. Every time a salesperson carelessly writes a sales check the work of a fellow employee is delayed, made more difficult, and the expense increased.

Our customers charge accounts are kept in ledgers divided into 58 alphabetic divisions, sales checks are sorted into these divisions, which means that some of them extend even to the third letter of the customer's name, for instance; Ma and Mo are in separate ledgers. How many sales people write so that the sorters in the Audit Department can readily tell whether the second letter is an A or an O? This is a very frequent fall-down.

How many ask a customer whether the name is spelled Meyers or Myers? Yet Me and My are separate ledgers. A long list of such cases could be given; it is clear that on thousands of sales checks the names are written as they sound instead of the customer being asked how to spell them correctly. This is not a square deal to the store and your fellow workers. The greatest cause of store errors or fall downs is poor or careless writing of sales checks. Some of the simplest names are so poorly written that it requires investigation to find out what they really are.

I am sure that if the sales people could realize the hardships that they impose on their fellow workers in the office by poorly written sales checks, the unnecessary expense they cause the store, and last, but

most important, the annoyance they cause customers, they would write plainer.

Your fellow workers in the Accounting Department ask each salesperson to write each sales check plainly and not increase the difficulty of their work by poor or careless writing of names, addresses, items, and amounts. Will you do it?

J. E. PRIDDAY.

### WHY DON'T YOU TRY?

Prizes for the best suggestions during the month of November will go to:

Charles F. Herbert, 9th Floor Supt...	\$5.00
Miss Mae Burkhart, 1st Fl. Ser. Desk.	3.00
Miss Olive Quick, General Office.....	2.00
L. Best, Children's Dept.—Base.....	1.00
Mrs. B. Marlott, R Base.....	1.00

### DELIVERY

This department is always on the lookout to serve customers. It is our wish that all salespeople co-operate with us, particularly in getting correct addresses. If a customer lives in a suburban district, always make inquiry for the name of the street. If no name is given, be sure to get crossroad, school, church or station near the customer's home.

My organization is up to the minute and is always willing to co-operate with the rest of this large establishment, and is particularly interested in creating more efficient service.

It is very important to get correct addresses.

W. H. LETZKUS,  
Superintendent of Delivery.

### "MISSING CHECKS"

THINK OF IT—or—have you thought just what a missing check really is? Well, if you were to deal with these you would soon know that it is like finding a needle in a hay-stack when you attempt a search for one.

1st—You did not place your sales number and the correct date on the sales check, or probably no date at all.

2nd—The last sales at night are often put on the next day's index.

3rd—By not placing registered checks in the indexes to which they belong, or holding them in the backs of your books.

4th—Paid checks are placed in charge columns, and vice versa.

One of the greatest "mix-ups" comes when employees shop on Transfer Cards. When you buy on a Transfer Card purchases must be paid or charged the same day the purchases are made.

MARIE SNYDER.



### THE TRAFFIC DEPARTMENT

Many of the employees of the Big Store are not acquainted with one of the busiest departments in this great institution—The Traffic Department.

This department receives all merchandise handled by the Big Store, whether by City Delivery, Parcel Post, Express or Freight, and makes a complete receiving record of every package or piece of merchandise.

The Traffic Department keeps a record of all merchandise received at both the North Side and Forbes Street Warehouses, as well as the store; handles all matters pertaining to shipments, which are under the jurisdiction of this department from the time the bill of lading is issued to the carrier until the goods are received on the stock floors. All bills of lading for both inbound and outbound business are filed in the Traffic Manager's Office, as well as all records of Express, Parcel Post, and City receipts. All claims against carriers for loss or damage, whether Parcel Post, Express or Freight, are filed and collected by the Traffic Manager.

All tracing of delayed shipments, whether coming to us or going to customers, as well as all shipments to be recalled on account of non-delivery to customer through refusal or failure to locate customer are handled by the Traffic Department. The operation of the platform and the freight elevators are under the jurisdiction of this department as well as all freight hauling from stations to both warehouses and store; also all hauling between the warehouses and the store in both directions.

All orders drawn on the warehouses are handled through the Traffic Department, where a careful check is made of all goods hauled. All express rates covering the great quantity of express business of the store, both inbound and outbound, also all freight bills, are calculated and O. K'd for payment by the Traffic Department. All return goods from customers, arriving by Parcel Post, Express or Freight; also all personal packages for employees, are entered in this department.

The foregoing will give you some idea of the scope of the business of a department which is seldom heard of by many of the employees of the Big Store.

C. H. SEAMAN.

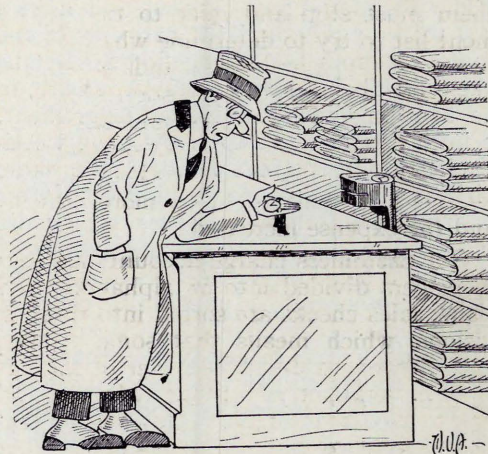
#### *Service Greeting*

One of the busy places of the Big Store is the Supply Room on the 10th floor, mornings between 9:00 and 10:50, during which hours supplies are given out on requisition from various departments; and in-

teresting it is to note the local application given to some of the forms of supplies desired. For instance, daters and numbers become "stampers"; rope is asked for when cotton twine is desired; gummed labels of whatever design are designated as "stickers"; "stock books" are called for when bound scratch pads are desired, etc.

Our printed forms all have form numbers printed on them, but they are seldom called for by their form number, but are referred to by their use in the Department. However, Mr. John Eberle, assisted by Joseph Diamond and Louis Rosen, either through his intuitiveness, or his long service in the supply room, satisfactorily disposes of all demands in short order. It is suggested to those who issue requisitions that form number be used, and whenever practicable, a sample of the supplies desired be sent with the messenger. That would mean "Helping PRODUCTION," and PRODUCTION is the crying need of the country.

A. JACOBI.



Customer (looking at measuragraph): "By Jove, that's the third time this week my watch has been wrong."

(Continued from page 2)

**Initiative.** Every employer, whether he employs fifty or five thousand, is looking for one quality above all others in his employees—**Initiative**. If you do creditable things of your own accord you are bound to receive recognition.

**Observation.** Train yourself to observe—to notice things—to use your eyes. Observation is a virtue. If you see a bulletin posted, read it, as it may contain something of importance to you.

In conclusion, may I remind you of the importance of all uniting their efforts in making this Holiday Season the most successful in the Half Century career of "The Big Store"?

O. C. LAWLER.



## Service Greeting

How much really depends on these Cashiers—Inspectors and Wrappers. Have you ever thought of it?

They are in direct touch with customer and salespeople and have "service" written on every word and act during the day. The rush of extra business during the Christmas holidays, the delays caused by illegible checks, checks incorrectly made out, poorly made figures, omission of department and sales numbers, and other annoyances tend to make their work heavier and harder.

Their work is to check up the sales checks and merchandise of the salespeople. If the duties of the salespeople are improperly executed, time and energy is wasted in having the checks and merchandise righted.

We will appreciate your co-operation.

R. HUDSON.

## Service Greeting

The Holiday Spirit is seen and known only to the public and the majority of the employees from the selling floors. Let us take a look behind the scenes, as it were, to the Marking and Receiving Department. It may interest you to know that weeks previous to this great holiday, the same spirit is shown by the employees of this department. Before it is possible for the merchandise, both foreign and domestic, to go on the selling floors, it is sent to the 9th floor where it is unpacked, checked and marked. The girls in charge of these various departments are very enthusiastic in their efforts to get the merchandise to the selling floors for the Holiday Trade.

T. J. FLYNN.

## Service Greeting

The business of the biggest store in the world would be of no profit without an adequate motor delivery equipment. Our own Big Store would be a very small store, indeed, without a first class delivery system. The garage is prepared for the holiday rush in this way:

For the last 8 months a large force of men has been working day and night in order to get our fleet ready for the rush. In addition to this the garage has had to take care of accidents that happen in spite of every precaution. This has kept us toeing the mark, but we are not worrying now; the Big Store will deliver everything on schedule time—and the delivery trucks will look the Christmas Spirit.

Very few of the Big Store Family realize the enormous amount of money invested in our equipment and its maintenance. Every one of our eighty odd trucks has been thoroughly overhauled, and is in first class working order.

You people in the Big Store can be proud of the "fleet," and can rest assured that no matter how large the sales, the garage will deliver every article.

Here's hoping for the best holiday rush of all—we can handle it. Merry Xmas.

F. FREEDMAN




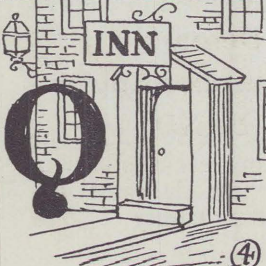


Barker—"When I'm a lawyer I'll step into a position at \$10,000 per."

Miss Hobbs—"Per what?"

Barker—"Perhaps."

Cartoon answers for last issue:

1—Silverstein; 2—Edgecomb; 3—Fleet; 4—Hunvald; 5—Filson; 6—Lasday.

			<p><b>WHO ARE THEY?</b></p> <p>Every picture represents some one prominent in the Store family</p> <p>Send your answers to the Editor of the STORAGRAM</p> <p>Answers will be printed in the next issue</p>
			



## DON'T GET EXCITED—THEY'RE MARRIED.



MR. AND MRS. McLAIN

Mrs. Catherine Toler McLain informed us when we took this picture that we'd have to make amends to friend "hubby." He doesn't look "vishious."

### *Service Greeting*

In distributing gifts this year I am going to ask all the Family of "The Big Store" to be selfish and give themselves a gift—a gift that, in my handling of the work of several thousand people weekly, I feel is surely needed more than anything else. The name of the gift is "Enthusiasm."

Enthusiasm! It is the big thing needed to give zest to our work. Why play a game if we are indifferent whether we win or lose? In the game of business, where success is the goal, I am afraid a great number are headed for a losing finish, judging by the number of errors made through indifference.

So I would ask that every one during this busy season awaken to his or her own responsibility, take their jobs seriously, and in so doing get the thrill of it while working and reward of success by the firm, which is ever on the look-out for good material.

JENET A. FOLEY.

### *Service Greeting*

The time has come when I must say something about the fixtures that are broken in this store. Some are broken because the clerk or stock people do not care. They know they will be repaired and do not realize that the time taken for these repairs could be used by the carpenters in making repairs throughout the building that break and wear from continuous use.

Care must be taken in the handling of tables, in placing piles of merchandise on the glass cases. These articles of furniture are not strong enough to stand rough treatment, and break very easily. Trucks are broken weekly because care is not taken in piloting them on and off the elevators. Chairs are broken through carelessness, and walls all through the store are marked with pencil and ink drawings.

Do you do these things at home?

Surely you have been taught to take care of the homes of others the same as you take care of your own home. This carelessness is simply a manifestation of your conduct in your own homes.

I could write a book about the fixtures and equipment of "The Big Store" that are used in every way except the way in which they were built to be used.

E. GRIER.

### *Service Greeting*

As the Holiday Season approaches, our reserve stock rooms located on 9th, 10th and 12th floors are full of merchandise and activity. Toys, which occupy large spaces on all these floors, also two floors in our Forbes Street Warehouse, keep a large force working days, nights and Sundays, but under the efficient and hard working head of stock, Mr. John Trainor, this immense business is well taken care of.

The other departments that enjoy big holiday trade, such as Handkerchiefs, Books, Stationery, Leather Goods, Jewelry, etc., also are very active spots and the boys and girls have to hustle to keep up the rush of business.

C. H. REIZENSTEIN.

**Wind Instrument Players  
Are Also in Demand.  
If a Sufficient Number Apply  
A BRASS BAND  
Will Play in Connection  
With the  
ORCHESTRA.**





# THE EDITOR

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C. J. Hanlan

Joseph Meyers

O. C. Lawler  
Nettie McKenzie

Ella M. Hyde  
A. B. Keuhn

J. E. Priddy  
Frank Callahan

Harry W. Kennedy—Artist

Ruth E. Tel  
ASSOCIATI  
ADVISOR

SEASON'S greetings.

TO each and every employee, each and every person in the service of the Kaufmann Stores, Inc., and each and every man and woman working in this store goes a wish for the merriest of Christmases and the happiest of New Years—from each and every employee.

THIS is the time of all the year when all should be glad. Glad in the service of one's employer, glad in the performance of one's duties, glad of the opportunity to give, glad of the pleasure to receive, glad of the feeling of joy in completing the year's duties and beginning afresh in the new and coming year.

LET'S be glad.

LET'S try as far as possible to be filled with the spirit of Christmas.

LET'S give Service.

LET'S finish all our old plans and form ones for the coming year, of greater magnitude and back them up with will and purpose toward their completion.

A GAIN:

MERRY CHRISTMAS

HAPPY NEW YEAR—and in a word—

SEASON'S GREETINGS.

IN the November issue of the Storagram, a contest was opened asking for suggestions for the improvement of the Storagram.

Prizes were offered, and according to the announcement the contest was to close the 25th of November.

The number of suggestions received has not been sufficient, and the criticisms not of the constructive type to warrant the distribution of the prizes. It is the wish of the judges to open the contest and receive contributions all during the coming month. This time is given for we feel that there is more new material that will be sent in by employees who have been very busy with the Holiday business and have not had time to think and write their suggestions.

The Editor wants to acknowledge and thank the people of the store who responded so promptly, especially Martha S. Martin, Mr. Kerngood's office, Miss E. Elencweig, A. H. Department; Mr. Lasday, Eleventh Floor; Miss Catherine Killmeyer, Credit Complaint Department; A. W. Repine; Jacob Ginsberg, Mechanical Toy Department; Miss Weiland, Mr. Burton's office; Mrs. F. Bridges, S. Contingent; Eva Stein, G. Basement; and Earl Land, of the Advertising Department.

There is a possibility that one of the contributing employees—that is one who has already contributed—will win the prize. Their suggestions are very good, but the departments are so widespread, and so few represented, that we would wish for a larger showing to compete.

The object of the contest was not to have the employees offer a suggestion that would be of use for one edition only, but have them advance ideas that would do for all times in the Storagram. Some splendid ideas were received, but their value would have been only good for one issue. We want ideas for new departments, new series of articles, new ways of gathering news, finding the talent that is latent in the employees of the store. In fact, any idea that will make for the improvement and betterment of "The Big Store's" monthly magazine.

THE EDITOR.



# OWN PAGE

obets, Editor  
E EDITORS

Mary Hall Estep  
Y BOARD

Mary V. Nugent  
B. T. Smith

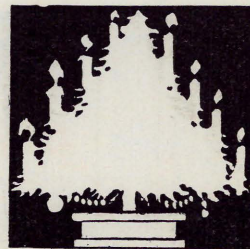
Earl S. Land

Edith Ehrenfeld  
Catherine Malley

William Van Arsdale—Artist.

Mrs. T. L. Hale

Jacob Alwes  
Mathilda Minch



**B**EGINING the first Tuesday in January the employees of "The Big Store" will have a Savings Club. This club will be organized for each and every employee of the house. Accounts will be opened from fifty cents a week up to any amount an employee may feel able to save.

This Savings Club has been tried out and is found to be one of the thriftiest ways of saving money for the employees. The Credit Department of the Sixth Floor has had a club for nearly two years. Instead of paying the savings out in yearly amounts the club distributed the money the first week in July for vacations and the first week in December for Christmas presents. Whether the employee will want to take his or her money out at these times is entirely up to them. Their interest goes on just as it does in a bank.

In order that Miss Keefe may have a definite idea of how many accounts she will open in January, it would be advisable to send your name to her and state what amount you will agree to save each week.

**A** PLEA for an Orchestra. Or, maybe, a combination Orchestra and Brass Band. If you play any musical instrument send your name to Mr. Caputo, who has charge of the Musical Instruments Department on the Eleventh Floor. State what experience you have had in playing, and also whether you have your own instrument.

**M**ANY of the employees throughout the store will, no doubt, be surprised to hear that Mr. Kerngood is leaving us. He severs his connection with "The Big Store" the first of the year, when he will go into the millinery business for himself. We can't help but wish him all the success he has enjoyed here, but we certainly are sorry to have him go.

The wonderful strides made in Personnel work have been due to the efforts of Mr. Kerngood. He has tried to put the employment proposition on a scientific basis,

and as far as is humanly possible he has done so. In the January issue we'll tell you all about him, but first we're going to wait until he leaves to say all the nice things we know to his credit.

**T**HE annual meeting of the Room Registry of Pittsburgh was held last Monday in McCreery's, where the Rev. Ambrose Hering, Miss Lillian Smith, and Mrs. Samuel Newton Branch, spoke to members of the organization on the strides that had been made in this city during the past year. The Registry plans to entirely eliminate the housing problem for men and women, young girls and young boys, who are new to this locality. If by any chance you are not suited with your home, talk to Miss McKenzie and she will see to it that you will find a home that will exactly "G" with your plans.

THE EDITOR.

## WHITE CHRISTMAS TREES!

Ever hear of them? Neither did we until Mr. Katz placed them all over the First Floor for the holiday decorations. Stunning is no word for the effect he has achieved.

We have been watching Mr. Katz lately. The Toy Department, the Lamp Section, the First Floor, in fact the whole house evidences the need we had before for an organized interior decorating department. We surely have to "hand it" to Mr. Katz for the changes he has planned and made already.

And while we're talking about displays—what did you think of the "circus" toy windows? Nothing in this line has caused so much comment in Pittsburgh. Customers and people came into the city just to see the windows. We have our hats off to Mr. Greiner for his splendid window decorating, and to Mr. Kerngood for his "radical" idea in giving all the space to "Toyland."





**WHAT CAN YOU PLAY ?  
Tell Director Caputo  
WE NEED MUSICIANS  
For Our  
NEW ORCHESTRA**

*Service Greeting*

The Elevator System in "The Big Store" is one of the largest Service activities for the customer. With the rush season more calls are placed upon the elevators, and it is at this time that the employee must step back and give preference to the shopping public. You are urged as much as possible to use the employees' elevators in the rear of the store and always when those cars are crowded use the ones on the Diamond Street side of the building.

These rules are enforced at all times during business hours, particularly to those employees who leave the house for luncheon. On their return they must use the Diamond Street bank of elevators.

Every opportunity to serve the customer is being sought now and if we all co-operate there is no doubt that the increasing rush of business will be taken care of with ease and efficiency.

**JOHN H. MACKS.**

*Service Greeting*

We all know the little rhyme, "For the want of a nail, etc.—the battle was lost." But do we ever stop to think how these little things so often serve as obstructions to block the path toward big things?

Consider, for a moment, the use of a department telephone for your personal business, or a social chat with your friends. In the course of a day there are about 3,000 calls coming into the store from customers—most of them orders—some for information concerning merchandise. These are distributed by "Central" to the various departments, and your department receives its share, providing of course your line is clear.

Keep these things in mind, and in the long run you will be of great assistance to "Central" when she is not forced to give an exasperated customer the "busy" answer because you are holding the line for a personal call.

**MR. ROBERTS.**

**IMAGINE THIS!**

Miss Fleet, Mail Department, has "gone" and changed her name to King. It was a sudden and unexpected change, and many of Miss Fleet's friends are still gasping at the shock of the news. We have to give her credit, not due to many of her sex, of being able to make up her mind in a hurry.

Miss Fleet was married the day before Thanksgiving at an informal evening church wedding. She then returned to the home of her parents and gently broke the news to them. Under the circumstances, we will say she was brave. She will continue with her work in the Mail Department until the early spring, when she will move with her husband to Philadelphia, where they will make their home.

**THE BOOK DEPARTMENT**

The Book Department is one of the busiest sections in "The Big Store" during December. Here you will find books on all subjects.

Who has visited the Book Department and will not admit it is the best in the city of Pittsburgh? Few department stores in the United States can boast of a better department than is to be found in "The Big Store": the "Juvenile" Section, with its wonderful selection of books for children, "Late Fiction," right up to the minute, "Fine Bindings," with no comparison; the "Miscellaneous" Section, with books covering every subject one would care to read, and the "Religious" Section, with Bibles, Prayer Books and Rosaries in abundance.

A number of years ago a book department in a department store was considered small and incomplete; in the last few years the growth of "The Big Store" Book Department has been remarkable, due to the splendid efforts and selective buying of the manager, Mr. William McGhee.

The department has established a place in the hearts and minds of the "Reading Public," and we feel very proud when we hear our customers say, "If you can't get the book you want in Kaufmann's, there is no use trying any place else."

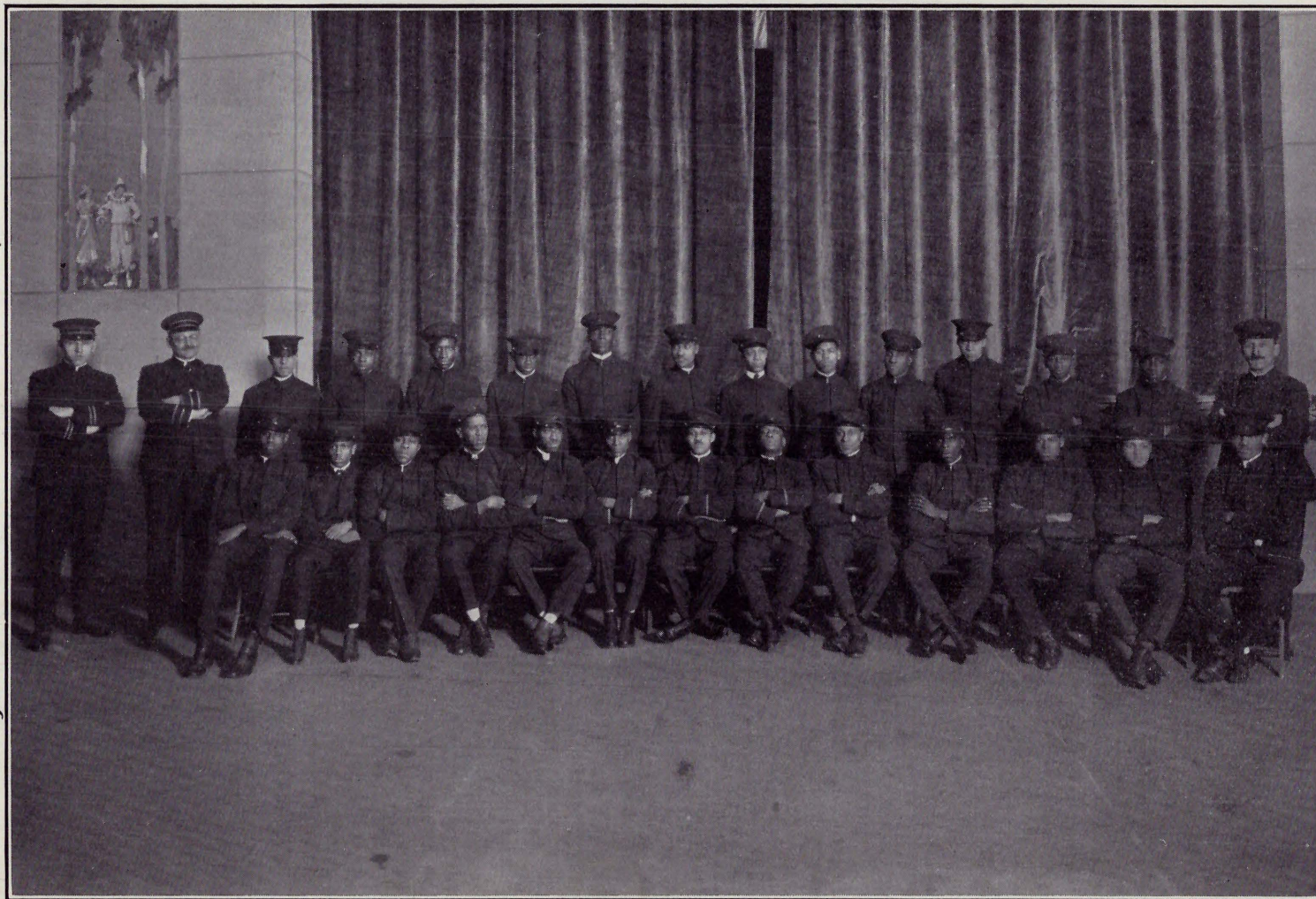
The work is not hard but very fascinating, and affords a wonderful education for those employed in the department.

In making up your Christmas list, remember the Book Department.

**ANNE MORRIS.**



## ELEVATOR DISPATCHERS AND OPERATORS



BACK ROW—Left to Right—J. Macks, Schullerman, Grayson, Russell, Foreman, Crompton, Smithy, Steel, Ware, C. Mason, Walker, Hubbard, Pierce, Austin and Hager.  
FRONT ROW—Left to Right—Nash, Allen, Short, Rushing, Hodge, Simons, Laws, Johnson, Brown, Benneiman, I. Mason, DuBois and Cook.



## ALL ON CHRISTMAS EVE

"Gee, that does look good." Ivan patted the wreath reflectively and sighed as he stood back to survey his handiwork. He was tired, his thin pale face was streaked with grime, but his startlingly dark eyes shone with supreme happiness. Suddenly he went over to the square kitchen table where a thin, emaciated geranium fought a brave struggle against overwhelming odds. As John straightened the bright green bow that, combined with a small stick, held the geranium upright, he gazed about the room with pride. Each chair (there were three—the two straight-backed ones, and the one he had made of soap boxes and Lela had covered with cretonne cushions), had its gay red bow; over the door hung the holly wreath; under the flickering gas light drooped two mistletoe leaves and even the tea pot, that sang a gay Xmas tune on the little stove, had a holiday air. But the Masterpiece was the window. Here all the patience, all the care that a little boy of ten could give to his heart's work was found. A large red paper bell swung in the center, and then green ribbon streamers drifted from each side of the bell to the corner of the window—here a nice fat bow held the threadlike ribbons in place. Surely this was worth all the pains it had taken to complete it. At least Ivan thought so.

"This looks more like Xmas! It will make Lela feel better," and John wiped his face with his sleeve as he gathered up his papers and hurried out into Xmas Eve.

Outside a fine, sleety snow pelted the laughing throngs, as they hurried home to late family dinners where little Buddie and Jimmie must be hurried to bed to await St. Nicholas; or as they rushed off to gay dinners or late theatre parties, where ready laughter and the tinkle of china and silver would usher in Xmas morning. But the good spirit that infests Xmas made Ivan kin of all the world, and there were many who passed in stunning warm limousines who might have envied Ivan his light heart.

"Wuxtra! All 'bout the Wall Street scandal! Wuxtra!" shouted Ivan from his corner as he stamped up and down to keep warm. But he sold papers with one eye on the clock. Half past ten—Lela would be through—he would just have time to run up the alley and meet her as she came out the stage door. Wouldn't Lela be pleased, though, when she saw the gay little room? She would sing as she tested the cake, and he would whistle as he pared the potatoes with a large apron around him.

This picture was so clear and so real to

John that he did not see the large car until it was too late.

In one wild minute the world seemed changed. Scores of anxious and "merely curious" faces peered at the large car and the small boy it had struck. A large red cheeked policeman was holding the crowd back as a doctor bent over John. The doctor arose to address the young owner of the car.

"Yes, Mr. Stanne, it's too bad, but he's not hurt. Just shaken up a little. Yes, I know him. Lives on the same street Pat does. Say, Pat, tell Stanne where Ivan lives, will you?" And the doctor was off. The policeman turned around. "Not hurt bad, is he?" Stanne nodded, "No, but I'll take him home. Poor little fellow—he must be scared good and proper."

"Yes sir—just a minute," answered Pat. "Here, Tony," he lustily cried, as he motioned a tiny Italian to come to him, "get in and show the gentleman where Ivan lives."

Tony came, but very reluctantly. Stanne smiled. "What's the matter, Tony? Don't you know where Ivan lives?" "Oh, yes—I do, he lives acrost the street from Pat Dugan and us—but—"

Then Tony's bashfulness was conquered by Stanne's smile and the car sped away, with Ivan staring dazedly at Tony from Stanne's arms.

Ivan was enthroned in the "Easy Chair" and Stanne setting the table under his explicit directions.

"And where are the knives? No, stay right where you are"—as Ivan moved to rise—"or I go home." The plates were all placed. There was a pause—"And you are sure your sister won't care if I stay?" "Care, why I guess she won't. You say you love roast veal and that you are starved—so you just stay. Sister used to feed loads and loads of men. She was in the Red Cross in Russia." "She was? But I thought you said you were Russian."

"I was—that is, we've only been in America a year. You see they took all our money, and our home was burnt. We lost mother and Aunt Sophie." Ivan's eyes grew sad and tender. "Now Lela sings and dances at 'The Castle' and I sell papers after school."

"Yes, yes"—interrupted Stanne, who found himself taking more than a passing interest in Ivan—"but you are happy here—that's why you came to America, isn't it?"

"We came because Lela said having a job and working in America was better than sitting with your hands folded and waiting to get shot in Russia."



"No lands, no money, only an empty title—you know, sonny, this cheerful little room and your sister Lela make me think of a little Princess Lela I knew in Russia."

Ivan's eyes grew larger. "Tell me, tell me. America is nice, oh! so nice, Uncle Stanne, but so few people know how to tell stories."

"Well, my Princess Lela, was small and dark. She owned one of the largest and finest estates in Russia, and her name carried great weight socially. All she knew was dancing, and singing, and parties and 'good times.' Then the War came and Lela joined the Red Cross. I was a soldier and it was my first battle and, Ivan, I feel ashamed to tell you, but I was scared stiff. Just before we went off we stopped at the small Red Cross station and there the Princess Lela gave us chocolate and sang for us. During our rests we always found the Princess hut. Then, sonny, one day I was wounded and taken prisoner. It was months before I got word out and then the Princess had disappeared. All her wealth had been taken and no one seemed to know anything about her." Stanne paused. He could not explain to himself just why he was talking so freely to the little stranger, only he felt that he must say something to keep Ivan's mind off the accident.

"Poor Uncle Stanne, I'm glad that you told me to call you uncle,"—Ivan's voice suddenly changed—"Here comes Lela now."

The door opened and a slim dark girl with dancing brown eyes came in, her arms filled with packages.

"Why, Ivan—where were you? I waited and wai—oh—how perfectly bee-yu-ti-ful. You"—she suddenly stopped—the packages fell to the floor.

"Dick! Dick Stanne—what are you doing here?"

"I am uninvited, I admit, but being as I set the table, I think you might invite me to —" "They said you were killed in France, she interrupted—"that you"—

"And you? You have been working here then." Mrs. Stanne's voice choked. Ivan's eyes danced. "Then she is really your fairy Princess. I knew she was when you told me about your Russian Princess." "Yes, Ivan. This is Mr. Dick Stanne, I—we—met in France—I gave him chocolate."

"And she bandaged my arm, and darned my sox, and translated the Russian tongue to me." Lela laughed—"And he was so ungrateful that he went into battle and," her eyes darkened, "he never came back."

Dick Stanne grasped her hand—"Lela—you know how it was—how it could only have been."

Ivan, though his gaze seemed glued on them, manfully pulled his eyes away and went to inspect the Xmas Bell on His Masterpiece.

ELLEN B. LESTER

## ON THE LOOKOUT



B. T. SMITH

A snapshot taken of Mr. Smith on his recent trip through the West.

One of the most important departments in "The Big Store" is the Return Goods Department. Through its hands every day passes thousands of dollars worth of merchandise of every description, returned by the customers either by truck, parcels post or express. Upon the prompt handling and quick return to the various 147 departments throughout the store, depends the successful handling of complaints and the quick adjustment of accounts of The Big Store's many customers.

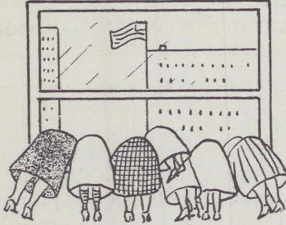



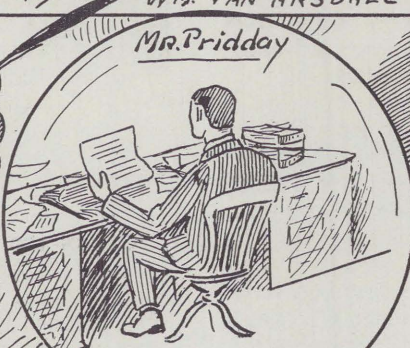









This department comes in daily contact with practically every department in the store, and upon their close co-operation with it depends its successful carrying out of its many duties. Mr. Muenz is the head of the Return Goods Department, and upon his shoulders rests the responsibility of seeing that all returned merchandise is handled carefully and returned to its proper department with as little delay as possible.

Two other departments, namely the C. O. D. Hold Department, and the Transfer Department, are also under his supervision. These two departments are of great convenience to the daily shoppers throughout the store, particularly during the busy holiday rush through which we are now passing.

It is the wish of every member of these three departments that all enjoy the merriest Christmas and the brightest and happiest New Years, and hope for a better understanding and a closer co-operation between their own and the other departments throughout the store during the coming year.

J. E. MUENZ.



 <p>Remember "Armistice Day?"</p>	 <p>MR. Simons</p>	<p>Helen wants to know if a notes receivable dis- counted account is the same as an imprest fund.</p> 			
<p>Marcella and "Frenchy" Office Vamps.</p> 	<p>Snapped in = <b>The Main Office.</b> = by WM. VAN ARSDALE</p> <p>Mr. Priddy</p>  <p>Always on the — Job —</p>	<p>One of the Sponsors</p> 			
<p>One-Reel thriller — entitled "Why Mabel Was Late"</p>	<p>Scenario — by — Anna Gilligan</p>			<p>Next the Lip Stick</p>	
<p>and then — the — Rouge</p>		<p>Just a little Powder</p>		<p>The — Result</p>	
 <p>Ever try to run a "comp"? It looks easy but — !!</p>	<p>Billy the Porter</p>  <p>Always Cheerful.</p>				



*Service Greeting*

SERVICE—the Editor asked me to write something about Service. It is almost impossible to mention any line of my work that is not in itself service. The packers are completely at the service of the customer and at the service of the other employees of the store. Very much depends on us whether a customer will keep goods purchased from others in the house. If our service is bad the customer receives her merchandise in a broken or damaged condition and we fall down in our part of the Service.

Perfect Service is complete co-operation.

Co-operation is the performance of each duty to the best of one's knowledge with the purpose in view of helping the "other fellow."

T. STRAZZA.

*Service Greeting*

All like a clean and tidy department, of course. How many of us stop to think what a large space this "The Big Store" covers, the many departments, offices, stock rooms, etc., to be kept clean and departments constantly rearranged, requiring an immense amount of work and all work to be taken care of.

The manager of this department is trying his best to reach the 100% efficiency mark, and he would ask the co-operation of the Store in his endeavors. I might mention one small item for instance: The salespeople can help in each department by putting waste paper in the bags that are provided.

Please use them. H. A. RAWLINS.

A gentleman who was searching for his wife on the 5th floor remarked to a girl at the Service Desk, "Is there anything on earth that would reconcile a man to such a crowd as this?"

"Yes, Sir, being one of the firm," was the reply.

## MISS McKENZIE TO THE RESCUE

Miss McKenzie was asked to obtain workers to assist in folding literature in connection with the Red Cross Christmas Seal campaign, which is held during the month of December in this city.

The following from "The Big Store" answered the call and helped to get the work finished at the scheduled time—Thanksgiving Day: Marie Leppig, Helen McSwiggan, General Office; Mayme Murphy, Margaret Saunders, Ida Feingold and Maud Klein, of J Misses; Margaret McDonough, Mary Lyle, of Millinery; Lillian McDowell, Susan Goodchild, Katherine Schillinger, Katherine Kredel, Martha Martin of the Personnel Department; Marie Snyder, Marie Maloney, Agnes Simpson, of the B of E; Margaret Gates, H. Underwear; Mrs. M. Seibert, S. Berkowitz, J Skirts, Miss May Upperman, E. Britt, J Coats.

## BRIDAL GIFTS

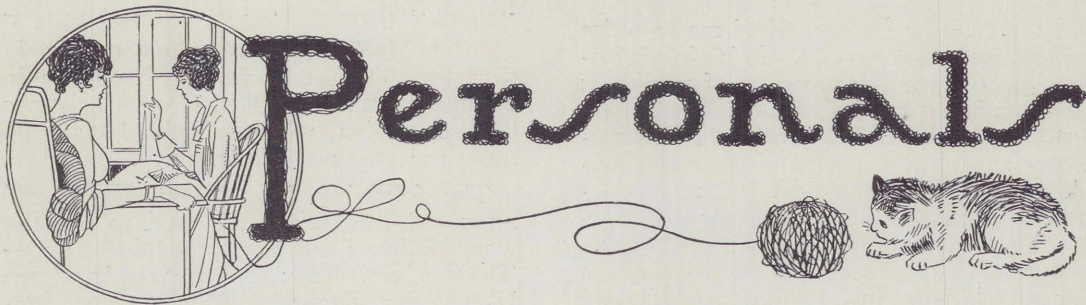
Wedding presents were given by the Firm to the following employees during the months of October and November:

Rose Gideon—C Boys—Silver.  
Tess Burns—Y Groceries—Silver.  
Fanny Lipsetts—X Lamps—Silver.  
Clara Neihaus—M & R—Silver.  
Elma Hoffman—D Shoes—Clock.  
Genevieve Kress—J Misses Dresses—Silver.  
Anna Freeman—D Millinery—Silver.  
Stella Jesmowska—Y Groceries—Silver.  
Stella Kerstein—Victrolas—Silver.  
Mary Kavanaugh—R Department—Silver.  
Miss Isabel Fleet—M & S—Silver  
Miss Julia Douglas—B Office—Silver

## TRANSFERS AND PROMOTIONS, OCTOBER-NOVEMBER, 1920.

NAME	FROM DEPT.	TO DEPT.
Anna Stratton	H Und. Sales	Q Toys Supervisor
Isla Davis	T Shop Clerk	Q Toys Sales
Emma Walker	J Waists Sales	Q Toys Supervisor
Mr. Matz	Gen'l Floorman	Q Toys Floorman
Leah Smith	J Waists Sales	Toilet Goods Sales
Mrs. Ludwig	S Cont. Sales	Q Toys Sales
M. Meyers	S Cont. Sales	Q Toys Sales
Anna Ball	S Cont. Sales	Q Toys Sales
Mrs. M. Holmes	S Cont. Sales	Q Toys Sales
Mrs. L. Marshall	S Cont. Sales	Q Toys Sales
Mrs. V. Conliff	S Cont. Sales	Q Toys Sales
Jacob Ginsburg	Adv. Office	Q Toys Sales
Raymond Schramm	Pkg. Helper	Q Pic. Shop
Mr. A. La Place	R Base. Floorman	Audit Office
Coletta Orth	Sheet Writer Base	Exchange Clerk





## FIRST FLOOR

Miss Loretta Firlé, reporter for Men's Furnishings, is quite a business-like looking lady in her tailor-made shirt waist. Loretta said that if she had strong backing she would open up a shop of her own. But alas, Loretta doesn't know any bankers. Who wouldn't want to take this chance to invest their money?

Anna Saltsburg, who has been away from the Men's Furnishings Department on account of sickness, is back among her friends.

Ray Goldstein, of Ribbon Department, has placed her order for Xmas; it's a Platinum Wrist Watch—nothing else will do. Wait, Ray; you may have one placed on your lily white wrist.

Katherine McAllister, of Silverwear Department, has requested her friends to buy her hammered silver for Xmas. (?)

"Billie" Rodgers, of Men's Neckwear Department, while watching the Armistice parade, became so excited she nearly fell out on Fifth Avenue when she recognized some familiar faces.

James Owens, of Men's Pajama Department, made a striking appearance in the Armistice parade. James was first sergeant in the first division of the regular army.

Mrs. Agnes Moore, of Alteration Work Room, has been away sick for a short time, but we all hope to see her back very soon.

Almenia Scott, of Men's Furnishings Neckwear Department, had a 'phone put in two weeks ago. Almenia had all her friends call her up, so the operator would become familiar with her number, so that when her "Chas." called up, the operator wouldn't lose any time making the connection.

Cora Geary and Elizabeth Hutchinson Siamese chums connected with the Men's Furnishings Department, have their Xmas bonus already counted. Why all the rush?

## SPECIAL

Mr. Frank Mitchel, Assistant Buyer of Men's Furnishing Department, was married on Monday, November 15th, at 8 a. m., to Miss Cecelia O'Brien at Youngstown, O. Miss O'Brien was considered one of the prettiest girls in Youngstown. Mr. Mit-

chel and his bride are spending their honeymoon at the Hotel Traymore, Atlantic City. Frank felt like a "peacock" in his new wedding clothes.

## THIRD FLOOR

Through an oversight last month we neglected to say that Miss May Watson, J Dresses, was instrumental in getting the group together for the trip to Marion, Ohio. More than twenty of the women from "The Big Store" were present.

Mrs. McCreery had an enjoyable trip East over Thanksgiving and all said they were glad to see her smiling face back home again.

## Third Floor Scandal!

A novel sensation was enjoyed by the Misses of the Third Floor when the famous "Sleeping Beauty" was rudely awakened from her usual siesta (otherwise snooze) by the buyer of said department, calling in loud stentorinous tones: "Change cars for Edgewood!!!"

Mr. Loeb on Sunday morning was made the proud daddy of a bouncing baby boy. Congratulations.

Miss Nancy Summers, of Millinery, leaves our fold to go back to Cleveland, from whence she came. Luck and happiness, Miss Summers.

Mr. Callahan, of J Misses Suits, claims he can't find a frock tail coat to fit him. We want to know just what is the matter.

## BR—R-R-R—IT'S COLD



Mr. Birdsong, Piano Dept., is our idea of a man without feeling. But 'tis said—and 'tis sad, but true—"Where there's no sense, there's no feeling."



## FOURTH FLOOR

Mrs. Mary Marquis, of the Silk Department, left us November 27th. We were very sorry to lose her, as she had been with us for some time, and was a good friend and willing worker. She went to work for her brother, managing a bakery and confectionary store.

Miss Alma Schaff entertained a few of the Infant Department girls at her home last Tuesday evening. The evening was spent in singing and dancing, after which the girls were surprised by being served a delicious sauer kraut supper. Many thanks to Alma.

Never mind, Bessie Klein, you needn't be so still about it. Bessie is taking advantage of the half-off linen sale.

The Art Department and friends throughout the store express their sympathy to Mrs. Hale, O Arts, in the death of her sister.

Miss Rathail has been away from the store for a few days, owing to a slight illness. Here's hoping she will be with us again soon.

Miss Catherine McGreevy, Hair Goods, is at home following an accident in which she sprained her ankle.

Who was it said that a woman's hair was her crowning glory? Well, if it is so, we'll all have to pay visits to Mrs. Boywitt, our scalp specialist.

We hate to tell this, but someone must. Miss Stephenson is subject to fits of loud talking, especially when she can't have an appointment in the Hair Dressing Parlors. We heard her, so we know she wants to get her money's worth.

Some day Mrs. Clarke, Hair Goods, is going to tell us all about her Jade collection. We understand it is wonderful. We're waiting patiently, Mrs. Clarke.

Courage is always praiseworthy, but Mrs. Coffman, Floorwoman in the Art Department, is "brave." She went right up to the Auditorium the other night and had her picture taken with all the Floor-men. She is the only Floorwoman we have in the house.

We have to pat Mrs. Hale, O Arts, on the back now and then for her splendid work with the salespeople in her department. Some day we're going to tell you all the things she does to help them.

Mrs. Morton, Infant's Department, is a clever needlewoman. She plans and decorates the majority of baskets, cradles and things for the "wee tot."

## Seventh Floor

A masquerade party was given at the home of Miss Rodgers for the Lamp and Bric-a-Brac Departments. All sorts of funny costumes were in evidence, anything from a tiny girl to a grandmother was represented. At ten o'clock all unmasked and various Halloween games were features of the evening. A delicious lunch was served by the hostess and at an "early hour" all departed for their homes declaring they had a jolly good time.

Mr. Frank Kappeler has resumed his duties in the Electrical Fixture Department after a week's absence on account of a sprained foot. Now just where and how he hurt his foot we don't know, but we are wondering if it might have happened anywhere near Beechview.

Miss Sarah Goetz, of the China Department, has returned from a two-weeks' sojourn with friends in Cleveland. Sarah reports having a "wonderful time." Gained five pounds.

Miss Mae Seigal has resigned her position in the China office. We all wish her success in her new work.

Mr. Gorman, of X China Department, was away a few days suffering from a very sore mouth as a result of a splinter in his tongue from a tooth-pick. Not a Club Sandwich, as might be supposed.

## HAPPY I AND C CLUB

The "Happy I and C Club" is the name chosen by the Inspector Cashiers at their second meeting on November 1st. Miss Haas was the winner in the contest for a name. A ouija board not only helped her but was the prize she received for her original suggestion. A Salamagundi party was held following a supper of wieners, Boston baked beans, ice cream and all the trimmings supplied by Mr. Hoerster.

The recreation room was the scene of the party where games of various sorts were played. Tiddlewinks was voted the hardest, while Jack Straws seemed the easiest. Seventy-five members were present, and the club gave a vote of thanks to Mary Cassidy, who was chairman of the evening. The next meeting will be held December 10th, when everyone is going to bring some of their Christmas sewing to have a regular sewing bee. Marie Sehn is chairman for this month's meeting, and from the looks of things she has a surprise up her sleeve. Be sure and come.



## EIGHTH FLOOR

Somebody tell Elsie and Marie Flynn what to buy a real fellow for Xmas. They don't seem to know.

Bob Haight, of the Statistical Department, and Mamie seem quite chummy—of course, no insinuations.

We're a little late, but better late than never, in extending our welcome to Miss Florence Demmler, who is with us again.

Jeane McCabe can easily be called the Candy Kid of the General Office. She always has a bag at her disposal.

Miss McCord better take a hint from an old-timer, and put a string on her comptometer, if she wants to keep it.

Miss Quinn has another fault—she's tight—honest-to-goodness stingy. She had a box of candy the other day and wouldn't give us any.

Edna Flynn surely doesn't owe the firm any time, as a better and more conscientious worker could not be found. Give credit where credit's due.

Miss Marie Leppig, from the Statistical Office, and Miss Elizabeth Meyers, Mr. Isaac Kaufmann's secretary, are planning a trip for the holidays. They must intend going to a cold place, as they both got artics.

Of course we realize, Miss Martin, that you are in an out-of-the-way place back in Mr. Kerngood's office, but we venture to say the spot was most accommodating for that six-foot visitor. Was it?

Miss Maloney's so busy these days she hasn't time to smile. Holiday rush takes a lot of the joy out of life. Miss Maloney is cheerful as ever, though, regardless of the "fuss."

Miss McCullough, visiting nurse, hasn't been arrested as yet for breaking traffic rules in her little "fliv." It's political "drag."

Personality is a big word. But we know a little girl named Undercoffer who has loads of it. Do you know her?

Miss Holloran, Systems Office—mark that—is the best little stenog we know. She'd have to be, to work for Mr. Meyers. Miss Smith—same location—has been placed at the other side of the office. Women will talk, you know.

January 5th—ask Mr. Lautman if he knows anything that is going to happen on that date. We know of a certain little lady who will change her name from Vogel to Lautman that day.

## BRIDES OF THE MONTH

St. Joseph's Church, Mt. Oliver, was the scene of a beautiful wedding, November 23d, when Miss Stella Kirstein, daughter of Mrs. Katherine Kirstein, became the bride of Mr. Nicholas Fess, son of Mrs. Katherine Fess.

The ceremony was performed at 9 A. M. that morning, following a solemn high mass officiated at by the Rev. H. J. Gobel, Charles Fehrenbach and Matthew Stang.

The bride's dress was of pointe lace over bridal satin and was cut short. Her veil of coronet style was held to the head with a wreath of orange blossoms and seed pearls. She was attended by her sister, Miss Sarilla Kirstein, in pale green satin, Miss Mercedes Pack, in pale yellow satin and Miss Louise Koepfer in pale pink satin. The flower girl was Katherine Koepfer in a frock of white net, and A. L. Fess, brother of the groom, acted as best man. Andrew Pack and Gerard Kirstein were the ushers.

Following a wedding trip Mr. and Mrs. Fess will make their home in Mt. Oliver and will be at home to their friends after January 1st.

Miss Julia E. Douglas became the bride of Mr. E. Le Barton, November 23d. Miss Douglas had been with "The Big Store" for eight years. She started work in the marking and receiving room and for the last six years was secretary to Mr. Moffatt. Following a short wedding trip Mrs. Le Barton is at home to her friends in Friendship Avenue.

## WATCHFULNESS

The time of the year is at hand when all should exercise great care to guard against fires, more likely to happen in this the Holiday Season than in any other time of the year. A little forethought and care might save serious trouble.

1st—See that there is no crossing of electric wires, particularly on the reserve floor.

2nd—Keep your departments free from oily waste rags, loose paper and dirt in corners.

3rd—Make sure before leaving your department at night that no stoves are left lighted.

4th—Keep all aisles clear so that access to fire escapes will be easy.

5th—Do not smoke in building. A lighted cigarette thrown carelessly from the fingers may cause loss of lives and property.

"The Big Store" has been fortunate in having few fires. Let us keep up the record.

R. TREGANOWAN, Fire Marshal.



## ELEVENTH FLOOR

The recently organized Machimovis Republican Club has added three members in Elmer Kaufmann, Walter Meyers and David Rothman. They expect many new Machimovians with Republican inclinations to join in the near future. For further particulars see "Eddie."

We are glad to see that Euenia Smith is back in Victrola Records after trying a "job" in another store for several months.

Mr. Lasday, Eleventh Floor, wishes to announce that together with his selling classes at Pitt he is opening a "Charm School." This sounds mighty interesting, Mr. Lasday.

We hear so many clever things. Some one saw the picture of Mr. Birdsong, basking in the snow, as 'twere, and said if he kept that kind of thing up he'd be able to carry his samples around with him. Didn't you know Mr. Birdsong is a piano salesman?

## BASEMENT

Mr. Stewart, section manager of J Suits and J Children's, received the surprise of his young life when the department presented him with a very beautiful umbrella in honor of his birthday. He claims to be 23, but we think he's followed the advice of the Overcoat Department and marked his age one-third off.

There is much weeping—and many tears—for Mr. Dreyfus is leaving.

## GARAGE BACKFIRE

Cupid surely has a busy time in the Grocery Order Filling Department. One of his latest victims was Miss Laura Bructon, who is now Mrs. W. Fingel. A shower was held at her home and all who attended "sure" had a good time. One of the evening entertainers was "Doc" Mesleine, who was there with the singing and whistling. "Doc" sure is some song bird.

The Filling Department comedienne, Miss Elizabeth Smythe, was there also. It was at the shower that she met "Billie." Now we hear "Billie" morning, noon and night. She sure can smile when that name is mentioned.

Another of "Cupid's" victims was Miss Anna Roman, who was married October 2nd, and rumor has it that her bridesmaid, Miss Anna Berberich, will take the vow early in the month.

"Augie" is one popular fellow here. All one hears is "Augie, get me this," and "Augie, get me that."

Ed and "Black Cat" seem to be training for a match with Joe Stecher.

"Doc" has a habit of giving things away these days—he's busy weighing sugar.

## ADVERTISING DEPARTMENT

Harry Brody, assistant to everyone in the Advertisement Department, is kept pretty busy these days distributing Christmas books to the various churches and Sunday Schools of the city. Harry likes his job, for some of the prettiest girls come in enquiring for the books. Eddie—the ever present—asked Harry if he needed an assistant.

Miss Howard has a veritable "doll land" in her cubby office. All sizes, colors, styles and nationalities are represented. Miss Howard is so tiny we're afraid she'll be mistaken for one of the dolls.

NEWS—Miss Margaret Stumpf is beggled. She won't tell us his name, but, Oh Boy, that ring. Ask her about it the next time you see her.

Miss O'Donnell has a new assistant in the sign writing department—Miss Lillian Herbert. Hard time keeping Earl Land on the job these days.

Listen Lester was mad at us last month. We promised faithfully not to use her name under her poetry, but we told you all about it in the personal column. At least we kept our promise. Miss Lester has a Christmas story in this month. Don't miss it.

Mary Adler spent Thanksgiving weekend in Philadelphia. Mary's very quiet these days. Something brewing.

Mrs. Harry Kennedy was in the other day with Master Kennedy in arms. Nice baby that, Mr. Kennedy.

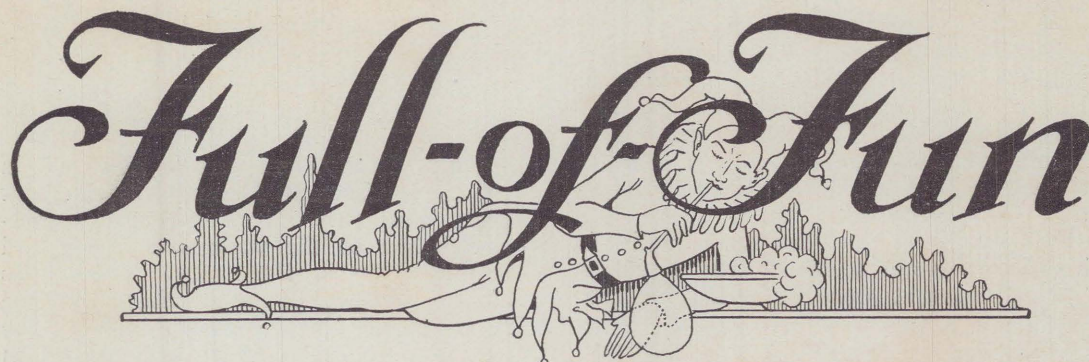
Mrs. Cash\$ affected a new dress last week that makes her look ten times thinner. She has set the style for the Eighth Floor "pleasingly plumps."

## "A PAINTED BOAT UPON A PAINTED OCEAN"



Mr. Gorman, besides being an expert "bowler" is also a "motorist." Sh-h-h—it's a secret, the scenery is only painted there.





## WAITING FOR SANTA

I'm waiting now for Santa Claus  
To see the portly curve of him.  
He's no respecter of the laws  
I rather like the nerve of him.

When Tom declines to go to bed  
Old Santa is on Tommy's side.  
He kills authority, 'tis said,  
And glories in the homicide.

He'll steal the gloom you sometimes feel,  
And steal a laugh to shoo it with.  
And when you steel your heart he'll steal  
The steel you try to do it with.

For these high crimes we should not fail  
(Too soon he'll be about again.)  
To put the rascal into jail.  
(The kids will get him out again.)

And when he's in ('tis very odd),  
We swear he'll never sin again.  
But when we've let him out of quod  
We've got to put him in again.

Ah! Here's a note from Santa Claus!  
Of pearls it is the pearliest:  
"He best obeys the Christmas laws  
Who does his shopping earliest!"

GRIF ALEXANDER.

## ALL THE SAME

Mr. Barton lived in a suburban town.  
His wife asked him to purchase a shirt-  
waist for her while in New York. After  
telling the saleswoman what he was after, she  
displayed some.

"What color do you prefer?" she said.

"It doesn't make any difference," re-  
plied Mr. Barton.

"Doesn't make any difference!" ex-  
claimed the saleswoman. "Why, don't you  
think your wife would like a certain color?"

"No, it makes no difference what color  
I get or what size. I shall have to come  
back to-morrow anyway to have it  
changed."

## FULL-OF-FUN

L. Jacobi—Whatcha gonna do tonight?  
C. Caputo—Nothing. What you gonna  
do?

L. Jacobi—Nothing.

C. Caputo—Who else will play?

—*Carolina Tar Baby.*

Mr. Green—(interviewing prospective  
employee) I want you to feel perfectly free  
to ask questions.

P. E.—Who's your tailor?

—*Pitt-Panther.*

Charge Customer—Here's two dollars on  
account.

Miss Landers—On account?

Charge customer—Yes, on account of  
not having the rest of it.

—*Ex.*

## CLASSIFIED ADVERTISING

RATES AS HERE 2-4

Wanted—Ideas, news, personals,  
for the January issue of the Stora-  
gram. Address to Editor Storagram,  
Eighth Floor.

Wanted—Musicians, men and wo-  
men who can play any instrument.  
Apply Mr. Caputo, Eleventh Floor.

Wanted—A disposition like Mr.  
Pridday's. Price no object. Address  
replies to Editor Storagram.

Confidential—A "real vamp"—  
chance to make good—all information  
possible to give is that his first name  
is "Eddie." See Editor.

Important—A remedy for  
"Moods." One that will keep a  
young man just as young as his years.  
General Superintendent interested.

Lost—Evening paper, which cost  
one of our prominent buyers 2 cents.  
Liberal reward if returned.



## *I am —?*

A tiny seed that produces wonderful fruit.

I am a simple thing that many people never take the trouble to use.

I am an important factor in winning success, yet the majority of people have no idea of my value.

I act like lubricating oil on human machinery and make the wheels of life run smoother.

I give grace and sweetness to social intercourse and am constantly used by the well-bred.

I send customers away from banks, shops, restaurants and markets with a good taste in their mouth, so that they feel like coming again.

My spirit is to please, to help, to make life sweeter, to take the sting from hard things, to appreciate all right effort.

I am like the sunbeam which brings brightness, warmth, cheer, courage into many a discouraged heart.

I am used in the most successful commercial establishments, wherever anything is sold, whether the transaction amounts to a million dollars or only a nickel.

I am the tiny wedge that has opened the door of opportunity to many a poor boy who had no one to give him a helping hand.

The use of me marks the difference between the boor and the gentleman, between the kindly, gracious soul and the grouch.

I AM "I THANK YOU."

—O. S. M.—New Success.



# MUSICIANS

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"The Big Store" Orchestra now being organized offers you a chance to

LEARN—

PLAY—

and have a

GOOD TIME

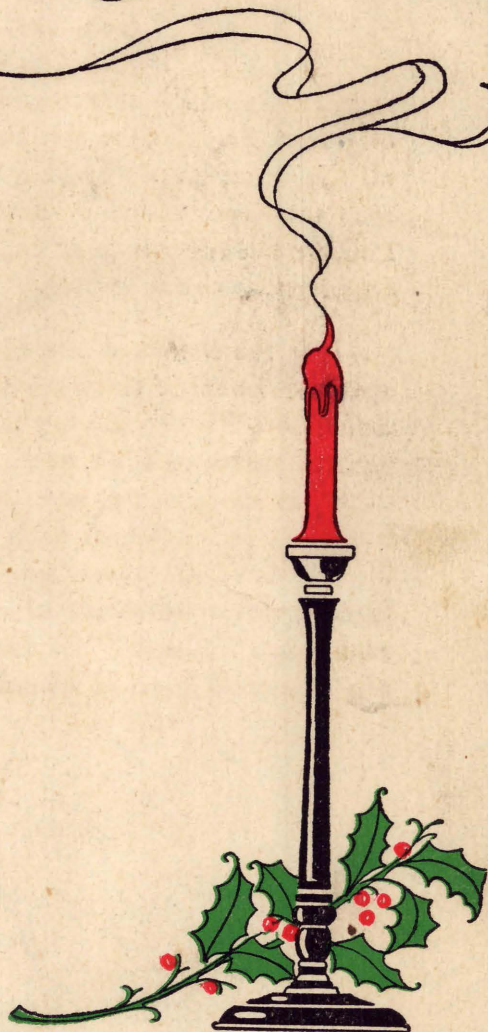
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If you play an instrument--any kind  
--see Charles Caputo, Director,  
Eleventh Floor



Doris Duneau,  
497 Russellwood Ave  
Mc Ken Rock, Pa.

# Season's Greetings





## ❧ A Greeting ❧



THE Christmas holiday has always seemed to me to be a very special occasion in our store life; a sort of high point; a crisis in the year's effort and achievement. The rush and hurry of Christmas shopping is over and we have a moment in which to stop and, as it were, take stock of ourselves. So, at this time, I want to send to all the members of "The Big Store" family a Christmas message, which I hope may be of help in making the coming year better and happier than any that has gone before.

It is the accepted custom at Christmas-tide to speak of the spirit of Peace and Good-Will. Peace and Good-Will—two very beautiful words! Of the first of these two we need not say much—peace is a personal thing, one that comes from within—a thing between each man and his Maker. But Good-Will—there we have the biggest and least understood point of contact between man and man. Good-Will does not mean merely that cheerful spirit of friendliness for which it is so



often taken. It does not mean simply that you forgive your neighbor his short-comings and wish your enemy no ill and then turn back and become absorbed in your own little circle of affairs. Good-Will is essentially an active force and its essence is: Forgetfulness of Self and Service for Others. I believe that it was in this spirit that Good-Will was originally interpreted to the world.

It is perhaps a difficult bit of philosophy to weave into one's daily humdrum existence this motto of "Others—not Self". If you will use this maxim as the practical basis of your thoughts, words and actions, and use it in your daily contact with your family, your co-workers and your customers, you will soon be practicing it in a thousand different ways. You can weave it into every phase of your existence and, like all good, it will react upon the giver, so that if you will live up to "Others—not Self", it will benefit "Yourself" as well as "Others".

In the name of all the officers of this Company I wish you a very Merry Christmas and the Happiest of New Years.

*Isaac Kaufmann*



